AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

Claims:

1-104. (Canceled)

105. (Currently Amended) A method implemented by a television set-top terminal (STT) configured to provide television programs and a viewer's preference for advertisement categories, the method comprising:

> configuring a memory in the STT to store the viewer's preference for
>> advertisement categories;
>
> receiving by a tuner in the STT at least one television program;
>
> outputting to a television by the STT the at least one television program;
>
> providing a first-selectable option for the viewer's preference for
>> advertisement categories;
>
> outputting to a television by the STT a graphical user interface (GUI) that
>> comprises a plurality of viewer selectable advertisement categories, said
>> plurality of viewer selectable advertisement categories including
>> ~~configured to identify~~ a first advertisement category and a second
>> advertisement category that is different from the first advertisement
>> category;
>
> receiving by the STT a first ~~user~~ viewer input corresponding to the first
>> advertisement category and a second ~~user~~ viewer input corresponding to
>> the second advertisement category;
>
> responsive to ~~after~~ receiving the first and second ~~user~~ viewer inputs, storing the
>> first and second advertisement categories in the memory of the STT
>> configured to store the viewer's preference for advertisement categories;
>
> outputting to the television by the STT ~~a first~~ an advertisement based on the
>> viewer's preference for advertisement categories, ~~corresponding to the first~~
>> ~~advertisement category responsive to the STT receiving the first user~~
>> ~~input~~, wherein the ~~first~~ advertisement is output by the STT at a ~~first~~ future

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time during an interruption in ~~a television~~ the presentation of the at least
one television program being output by the STT.

~~after receiving the first and second user inputs, outputting to the television by the~~
~~STT a second advertisement corresponding to the second advertisement~~
~~category responsive to the STT receiving the second user input, wherein~~
~~the second advertisement is output by the STT at a second future time~~
~~during another interruption in a television presentation being output by the~~
~~STT.~~

106. (Previously Presented) The method of claim 105, wherein the first and second advertisements
are received by the STT from a remote server after the STT receives the first and second user
inputs.

107. (Canceled)

108. (Currently Amended) The method of claim 105, further comprising:
outputting the first and second advertisements to a television only during time periods
that were defined prior to receiving the first and second ~~user~~ viewer inputs.

109. (Currently Amended) The method claim 105, further comprising:
receiving by the STT ~~user~~ a third viewer input ~~to confirm that a user has viewed~~
responsive to a request by the STT for the third viewer input during the
presentation of at least a portion of at least one of the first and second
advertisements.

110. (Currently Amended) The method of claim 105, wherein the ~~first and~~ second advertisement
is ~~advertisements are~~ output to the television ~~only~~ during interruptions of the presentation of a
television programs having predetermined ~~types~~ program categories.

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111. (Previously Presented) The method of claim 105, wherein the first and second advertising categories are subcategories that correspond to respective broader categories.

112. (Previously Presented) The method of claim 105, further comprising:

storing the first and second advertisements in the STT.

113. (Currently Amended) The method of claim 105, further comprising:

deleting at least one of the first and second advertisements from the STT after a corresponding predetermined expiration time.

114. (Previously Presented) The method of claim 105, further comprising:

deleting at least one of the first and second advertisements from the STT responsive to determining that said at least one of the first and second advertisements has been viewed at least a predetermined number of times.

115. (Currently Amended) The method of claim 105, further comprising:

determining by the STT a number of times that at least one of the first and second advertisements has been viewed responsive to receiving user viewer inputs while the STT is outputting said at least one of the first and second advertisements.

116 - 121. (Canceled)

122. (Currently Amended) A method implemented by a television set-top terminal (STT), comprising:

configuring the STT to receive a first plurality of advertisement data components corresponding to respective advertisements, each advertisement being corresponding to a respective advertisement category in a first plurality of advertisement categories;

outputting to a television by the STT a graphical user interface (GUI) that comprises a plurality of selectable advertisement categories, wherein the first plurality of

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advertisement categories include the plurality of selectable advertisement categories ~~configured to identify a plurality of advertisement categories~~;

receiving by the STT a plurality of ~~user~~ viewer inputs respectively corresponding to viewer-selected advertisement categories from the plurality of selectable advertisement categories, wherein the ~~user~~ viewer inputs are provided by a viewer of the television;

responsive to receiving the plurality of viewer inputs, storing in a memory of the STT the viewer-selected advertisement categories; and

after receiving the plurality of ~~user~~ viewer inputs, ~~downloading by the STT a plurality of advertisements respectively corresponding to the plurality of~~ receiving by the STT advertisement data components corresponding exclusively to respective advertisements corresponding to the viewer selected advertisement categories.

123. (Currently Amended) The method of claim 122, further comprising:

outputting the ~~plurality of~~ respective advertisements corresponding to the viewer-selected advertisement categories to the television at intermittent future times.

124. (Currently Amended) The method of claim 123, wherein the respective advertisements corresponding with the viewer-selected advertisement categories ~~plurality of advertisements~~ are output to the television during respective interruptions ~~in~~ of television programs.

125. (Currently Amended) The method of claim 124, wherein ~~the plurality of~~ advertisements are output to the television only during interruptions of television programs having predetermined ~~types~~ program categories.

126. (Currently Amended) The method of claim 122, further comprising:

deleting the advertisement data components ~~plurality of advertisements~~ from the STT after a predetermined expiration time.

127. (Currently Amended) The method of claim 122, further comprising:

deleting each of the <u>advertisement data components</u> ~~plurality of advertisements~~ from the STT responsive to determining that <u>the respective coresponding</u> ~~each of the plurality of~~ advertisements has been viewed at least a predetermined number of times.

128. (Currently Amended) A method implemented by a television set-top terminal (STT), comprising:

outputting to a television by the STT a graphical user interface (GUI) <u>that comprises a plurality of viewer-selectable advertisement categories</u> ~~configured to identify a plurality of advertisement categories~~;

receiving by the STT a plurality of ~~user~~ <u>viewer</u> inputs respectively corresponding to <u>viewer-selected advertisement categories from</u> the plurality of <u>selectable</u> advertisement categories, wherein the user inputs are provided by a viewer of the television; and

<u>responsive to</u> ~~after~~ receiving the plurality of user inputs, outputting to the television by the STT a plurality of advertisements respectively corresponding to <u>at least one of the viewer-selected</u> ~~the plurality of~~ advertisement categories.

129. (Previously Presented) The method of claim 128, wherein the plurality of advertisements are received by the STT from a remote server after receiving the plurality of user inputs.

130. (Previously Presented) The method of claim 128, wherein the plurality of advertisements are output to the television at intermittent future times.

131. (Previously Presented) The method of claim 130, wherein the plurality of advertisements are output by the STT to the television during respective interruptions in television programs being output by the STT.

132. (Previously Presented) The method of claim 131, wherein the plurality of advertisements are output by the STT to the television only during interruptions of television programs having predetermined respective types.

133. (New) The method of claim 128, wherein the plurality of advertisements output by the STT correspond exclusively to advertisements respectively corresponding to at least one of the viewer-selected advertisement categories.